

2002 NRC and FLAS
TECHNICAL ASSISTANCE WORKSHOP
February 5, 2002
Information Sheet
Criterion 9
IMPACT and EVALUATION

An effective *evaluation plan* should not only provide for summary of the results of the end of the project, but should also be an integral part of the program so that adjustments can be made as the project proceeds. Measurements of efforts should be conducted throughout the project period, as well as at the conclusion.

It is extremely important that the evaluation plan is *realistic* and *feasible*, and that it address all the objectives established for the project activities and training programs. To obtain information that you can use for evaluation purposes, you must routinely gather data on both the quality and quantity of activities, training, instruction, course development, and outreach.

You must also decide what methods and standards you will use to measure your efforts and to assess project effectiveness, and describe how you will monitor progress during implementation.

Use clear and specific (measurable) objectives to design a sound evaluation plan and to make a convincing case for any positive changes brought about by your project.

In developing your evaluation plan, consider:

- Collecting base-line data for pre and post project comparisons
- Constructing clear and specific objectives that have measurable qualities
- Designating an evaluation protocol that specifies by whom, and how the data will be collected, analyzed and reported
- Building evaluation measures into the routine of program procedures
- Using multiple measures, rather than a single measure, when possible (similar results establish credibility;
- Utilizing evaluation methods that measure changes in knowledge, attitudes and behaviors, as well as satisfaction of program participants
- Employing established measures rather than locally established ones, when feasible
- Using program documents and record-keeping systems for ongoing process evaluation
- Consulting with evaluation experts from among your peers or professional organizations about assisting with the evaluation plan
- Providing evidence of the wider impact of your grant; how successfully the activities can be replicated; the extent to which the target populations and/or the larger community has become invested in the continuation and success of the project; and how successful the project has been in securing and generating funds for continuation.